

Message Text

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PAGE 01 MILAN 00792 051722Z

16

ACTION EB-11

INFO OCT-01 EUR-06 ISO-00 DRC-01 CIAE-00 COME-00 INR-10

LAB-02 NSAE-00 PA-02 RSC-01 SIL-01 USIA-12 PRS-01

/048 W

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R 051445Z JUN 74

FM AMCONSUL MILAN

TO SECSTATE WASHDC 3617

INFO USDOC WASHDC

AMEMBASSY ROME

UNCLAS MILAN 0792

E.O. 11652: N/A

TAGS: BEXP BTRA IT

SUBJ: FOREIGN BUYER PROGRAM - U.S. TRADE SHOWS

REF: A) STATE A-2763; B) STATE A-2270; C) STATE 109972; STATE 114770

1. POST SEEKING TO DEVELOP PROGRAM WITH AMERICAN FLAG AIRLINE SERVING MILAN WHEREBY VISITORS TO MTC SHOWS WOULD BE OFFERED A PACKAGE TOUR TO A U.S. SHOW IN THE SAME THEME. WE HAVE COMPARED THE LIST OF SHOWS CONTAINED IN A-2763 WITH MTC'S FORWARD SCHEDULE. UNFORTUNATELY, EITHER BECAUSE OF TIMING OR BECAUSE OF THEME ONLY ONE SHOW APPEARS SUITABLE FOR THIS TYPE OF PROMOTION. THIS IS THE NATIONAL COMPUTER CONFERENCE AND EXHIBITION, MAY 5-8, 1975 WHICH WE WOULD HOPE TO PROMOTE IN CONJUNCTION WITH THE "DATAMATION" BSP NOW SCHEDULED AT THE MTC FOR FEBRUARY 24-26, 1975. WE THUS REQUEST WE BE FURNISHED 500 SHOW PROMOTION BROCHURES FOR THIS SHOW.

2. IT IS POST'S EXPERIENCE THAT POOR ITALIAN MAIL SERVICE COMBINED WITH TRADITIONAL ITALIAN INDIVIDUALISM AND RELUCTANCE TO SEND IN RETURN CARDS WOULD NOT BRING SUFFICIENTLY SATISFYING RESULTS TO WARRANT THE CONSIDERABLE TIME AND EXPENSE WHICH WOULD BE REQUIRED FOR DIRECT MAIL CAMPAIGNS TO POSSIBLE INDIVIDUAL VISITORS. WE THUS REQUEST A LIMITED NUMBER OF BROCHURES (25) FOR THE FOLLOWING

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SHOWS IN ORDER THAT WE MAY SUBMIT THEM IN APPROPRIATE TRADE

PUBLICATIONS:

1. AMERICAN HEALTH CONGRESS
2. INTERNATIONAL
MACHINE TOOL SHOW
3. 3RD INTERNATIONAL POLLUTION ENGINEERING EXPOSITION AND CONGRESS
4. WESCON 74
5. PACKAGING EXPOSITION
6. INTERNATIONAL GRAPHIC ARTS EXPOSITION.FINA

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974MILAN00792
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740143-0771
From: MILAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740673/aaaacldch.tel
Line Count: 69
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) STATE A-2763; B) STATE A-2270; C)
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 19 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 JUL 2002 by phillir0>; APPROVED <15 JAN 2003 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM - U.S. TRADE SHOWS
TAGS: BEXP, BTRA, IT
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005